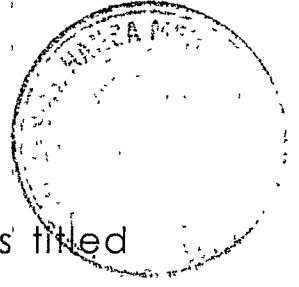
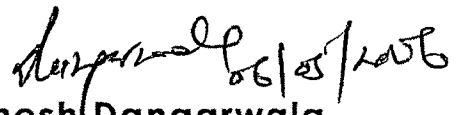


CERTIFICATE



Certified that the work incorporated in the thesis titled "A COMPARATIVE ANALYSIS OF VARIOUS ATTRIBUTES OF FEW SELECTED DURABLE VIS-À-VIS NON-DURABLE CONSUMER PRODUCTS AND THEIR IMPACT ON BUYING DECISIONS" submitted by Mr. Gitesh Subhash Pandya comprises the results of independent and original investigations carried out by him under my supervision. The material that has been obtained and used from other sources has been duly acknowledged in the thesis.

Place: Vadodara
Date: May 2005


Dr. Umesh Dangarwala
Research Guide